

MBLM



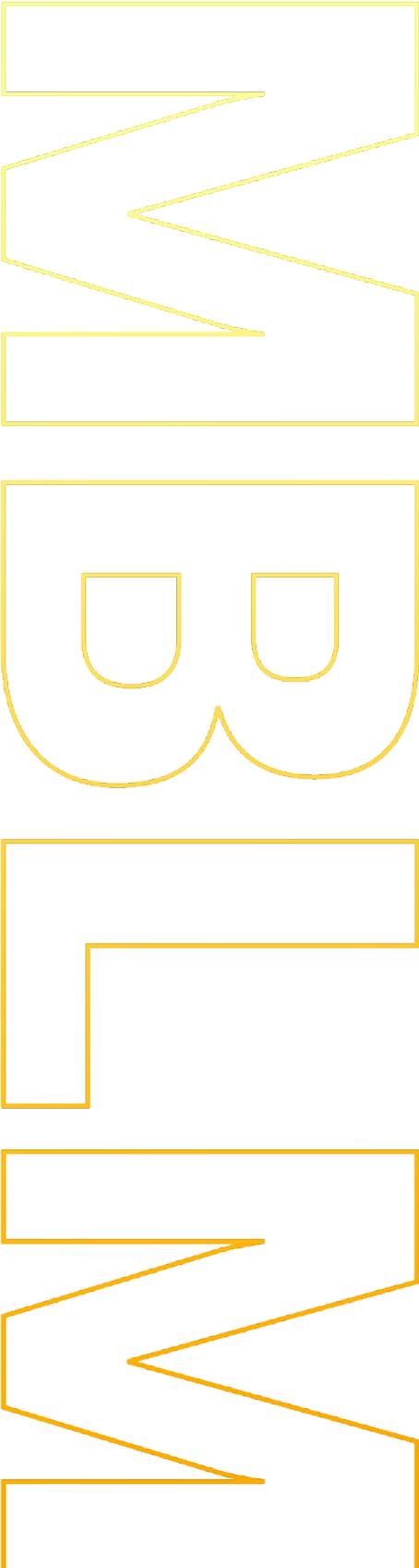
Where Identity Meets Inner Light



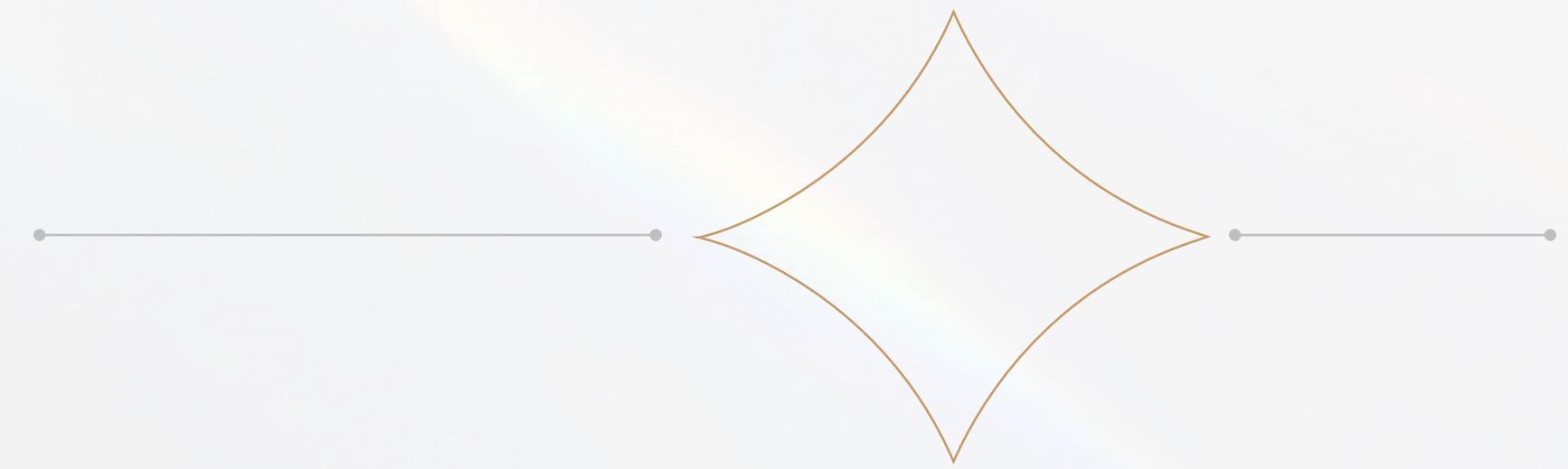
# OWN YOUR GLOW

Mayam is a premium cosmetic dermatology clinic based in Jeddah, Saudi Arabia, dedicated to helping individuals **embrace their natural beauty with confidence.**

The Mayam logo is a refined expression of the brand's promise: **Own Your Glow.** It reflects the belief that true beauty begins within—when we feel radiant, that inner light naturally shines through. Inspired by this philosophy, the logo features graceful, arched forms that evoke the soft curves of a luminous glow.



The brand concept came from  
the brand promise: **Own your glow**



The idea was to carve the glow symbol to create the  
letters of the wordmark, representing the promise and  
the process of improving yourself.





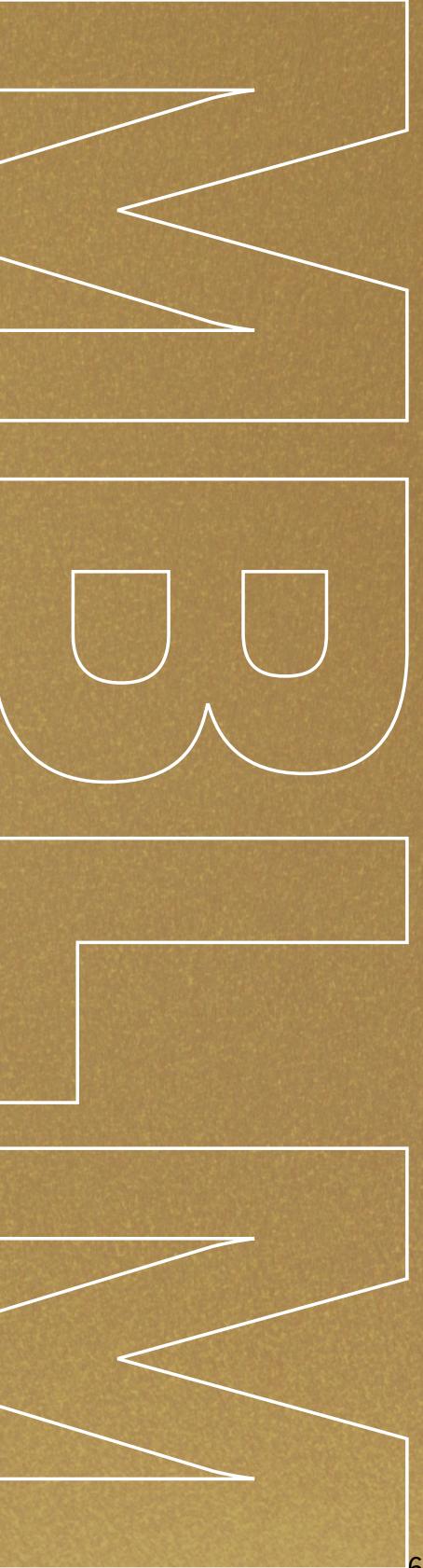
# A bilingual identity that feels both **contemporary** **and grounded**

Each letterform is thoughtfully crafted to convey balance and understated sophistication, with the Arabic and English wordmarks designed in perfect harmony.

The symmetry between the two reflects a deep respect for culture and a timeless sense of beauty, creating a bilingual identity that feels both contemporary and grounded.

The arched shapes within the logo evoke doorways or windows of light—symbols of personal awakening and moments of transformation. This subtle design cue invites individuals to step into their own radiance, guided by Mayam's expertise.

Rendered in a luminous gold gradient, the logo captures the warmth, vitality, and brilliance that define every client's journey at Mayam. It represents more than a name—it reflects an inner glow, unveiled and carried forward into the world.







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PERSONAL  
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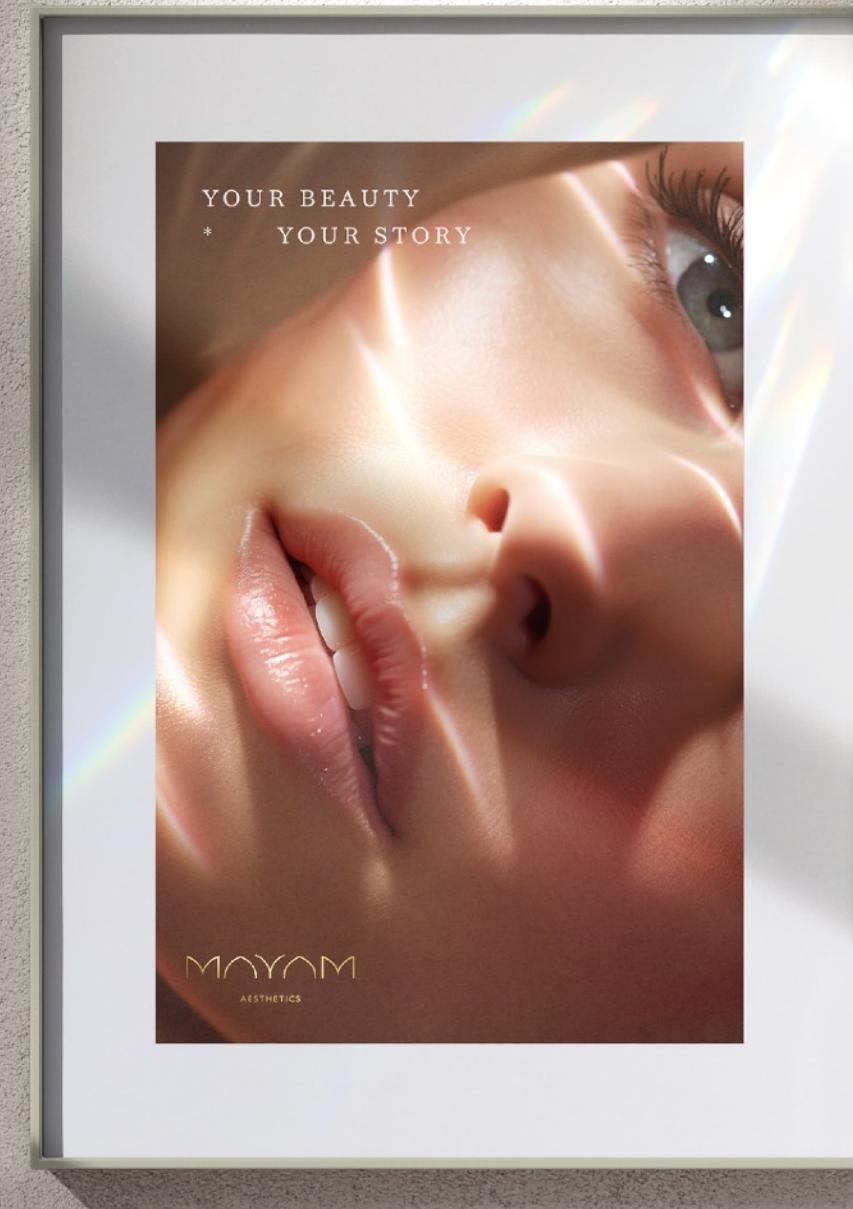


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Vincent Van Duysen Works 2009 – 2018













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